MNM–025

POST GRADUATE DIPLOMA IN ADVERTISING AND INTEGRATED COMMUNICATIONS/ POST GRADUATE CERTIFICATE IN ADVERTISING AND INTEGRATED COMMUNICATIONS (PGDAIC/ PGCAIC)
Term-End Examination
June, 2024

MNM–025 : ONLINE BRAND MANAGEMENT

Time : 3 Hours   *Maximum Marks : 100*

Note : *Answer any* ***five*** *of the following questions.*

All questions carry equal marks.

1. Choose a well-known brand and analyze its brand identity using Kapferer's Brand Identity Prism. 20

2. Explain the concept of online brand positioning and its significance in creating a strong online presence. Compare and contrast it with traditional brand positioning. Support your answer with examples. 10+10=20

3. Define brand extension and explain different types of brand extensions. Provide examples of successful and unsuccessful brand extensions by analyzing the factors that contributed to their success or failure.   20

4. Explain the concept of media convergence and its impact on advertising. Provide real-world examples of how media convergence has transformed advertising practices.   10+10=20

5. Discuss how changes in pricing models, performance-based pricing and hybrid pricing, have influenced the landscape of online advertising.   20

6. Provide insights into the future of online advertising, both from the perspective of advertisers and consumers, considering emerging technologies and consumer preferences.   20

7. Discuss the key components of the Digital PR ecosystem and the reasons for adopting Digital PR. Provide real-world examples to support your explanation.   20

8. Imagine you are tasked with lunching a new product for a tech startup. Develop a comprehensive Internet based PR strategy that includes the use of social media, blogs, digital advertisements, and advertorials.   15+5=20

9. Delve into the difference between online reputation management and online issue management. Provide real-world examples to illustrate these two concepts.   10+10=20

10. Write short notes on any *two* of the following :

                                                        10+10=20

    (a)   Brand Resonance

    (b)   Podcasts as a Branding activity

    (c)   Metaverse

    (d)   Pictures and Tagging